



NORTH DAKOTA
DEPARTMENT *of* HEALTH

NEWS RELEASE

For Immediate Release:

Feb. 9, 2006

For More Information, Contact:

Kathleen Mangskau, Director
Division of Tobacco Prevention and Control
North Dakota Department of Health
Phone: 701.328.4517
E-mail: kmangska@state.nd.us

Free Cessation Aids Offered to Tobacco Quitline Callers on Valentine's Day

BISMARCK, N.D. – On Valentine's Day, tobacco users can treat themselves to a healthy gift by making a call to the North Dakota Tobacco Quitline at 866.388.QUIT.

To encourage tobacco users to make a commitment to quit, the Quitline will offer free cessation aids, including nicotine patches and/or nicotine gum, to callers who enroll in counseling on Valentine's Day, February 14.

"Everyone always thinks of giving gifts to their loved ones on Valentine's Day," said Kathleen Mangskau, director of the North Dakota Department of Health's Division of Tobacco Prevention and Control. "This year we are encouraging tobacco users to give themselves – and their loved ones – the gift of a longer, healthier life by making a call to the North Dakota Tobacco Quitline for assistance with quitting."

Callers will visit with a Quitline cessation counselor and after evaluation will be offered an initial supply of either the nicotine patch or nicotine gum.

"Our offer of free nicotine patches and gum is a great help to those who want to quit," Mangskau said. "We know that the use of the patch or gum, in combination with counseling, doubles the percentage of tobacco users who can quit successfully. Counseling through the Quitline is always free and we're excited that on Valentine's Day the Quitline will also offer cessation aids free of charge to callers who enroll in counseling."

For more information about quitting tobacco and to receive the free cessation aids, call the Quitline toll-free at 866.388.7848. Free products are available only to callers who enroll in counseling on February 14 and while supplies last.

-- 30 --

Please note: To access archived news releases and other information, visit the North Dakota Department of Health Press Room at www.nddohpressroom.gov.

600 E. Boulevard Ave. Dept. 301, Bismarck, North Dakota 58505-0200
Phone: 701.328.2372 Fax: 701.328.4727 E-mail: health@state.nd.us

Visit the health department home page at www.ndhealth.gov.